

Message Text

UNCLASSIFIED

PAGE 01 MANILA 04070 141058Z
ACTION XMB-04

INFO OCT-01 EA-12 ISO-00 EB-08 COME-00 OPIC-06 TRSE-00

AGRE-00 /031 W

-----099350 141826Z /46

R 140840Z MAR 78
FM AMEMBASSY MANILA
TO SECSTATE WASHDC 2889

UNCLAS MANILA 4070

PASS EXIM

E.O. 11652: N/A

TAGS: EFIN, RP

SUBJECT: FOOD COMPANIES - PHILIPPINES

REF: STATE 054775

THE FOLLOWING PHILIPPINE FOOD PROCESSING FIRMS HAVE EXPRESSED
INTEREST IN THE JOINT VENTURE OPERATION STATED IN REFTEL.

1. MR. LEONILO P. BUAN
DIRECTOR OF ENGINEERING
PUREFOODS CORPORATION
BO. SAN ROQUE, MARIKINA, RIZAL
P.O. BOX 2695, MANILA

PUREFOODS IS A VERY LARGE CORPORATION WHICH IS ENGAGED
IN THE MANUFACTURE OF A WIDE VARIETY OF MEAT PRODUCTS,
PICKLES, JAMES, JELLIES AND OTHER RELATED PRODUCTS. THE
COMPANY ALSO PROCESSES AND PACKS "HUNTS" FOOD PRODUCTS
UNDER LICENSE FROM HUT-WESSON FOODS, INC. AND "SPAM"
UNDER LICENSE FROM HORMEL INTERNATIONAL CORPORATION
WHICH HAS ALSO 15 PERCENT EQUITY IN PUREFOODS. THE
COMPANY RECENTLY EXTENDED ITS OPEATIONS TO CEBU WHICH
WILL BE THE SITE OF MEAT PROCESSING, FISH CANNING, FRUIT
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 MANILA 04070 141058Z

AND VEGETABLE PROCESSING PLANTS.

2. MR. FLORENTINO R. GENATO
PRESIDENT
GENATOR COMMERCIAL CORPORATION
3005 H. SANTOS
MAKATI, METRO MANILA

GENATO IS PRESENTLY PROCESSING MEAT LINES SUCH AS SAUSAGES, HOTDOGS, HAM, BACON, PORK AND BEANS, ETC. UNDER LOCAL BRANDS OF "ROYAL" AND "CORONA". THE COMPANY IS ALSO ENGAGED IN VEGETABLE PROCESSING SUCH AS PEAS AND TOMATO SAUCE.

3. DR. MICHAEL LAO TIAN BEN
VICE-PRESIDENT, MANUFACTURING & PRODUCTS & SERVICES
FOOD MASTERS, INC.
127 H. LOZADA ST.
SAN JUAN, METRO MANILA
P.O. BOX 1009, MANILA

FOOD MASTERS IS LOCAL LICENSEE OF "SUNKIST" ORANGE CONCENTRATES AND FRUIT JUICE DRINKS IN TETRA PACKS AND IN BOTTLES. IT IS ALSO THE LICENSEE OF QUALITY CHECKED DAIRY ASSOCIATION MILK AND CHOCOLATE DRINKS, BUT PRODUCTION OF THESE PRODUCTS WILL ONLY COMMENCE THIS YEAR. THE COMPANY IS PLANNING TO GO INTO FRUIT PROCESSING OF MANGOES, BANANAS, GUAVAS AND NECTAR.

4. MR. AUGUSTO S. MIRANDA
PRESIDENT
MIRCOR MARKETING CORPORATION
1356 GEN. LUNA
UNCLASSIFIED

UNCLASSIFIED

PAGE 03 MANILA 04070 141058Z

ERMITA, MANILA

MIRCOR IS PRESENTLY AN EXPORTER OF MARINE PRODUCTS SUCH AS FROZEN OYSTERS AND SHRIMPS AND IS ENGAGED IN HAM MAKING. FIRM HAS PLANS TO GO INTO THE PROCESSING OF VEGETABLES AND FRUITS. IT HAS AN EXISTING TOMATO PLANT IN CEBU WHICH IT INTENDS TO PUT INTO OPERATION.
NEWSOM

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptoning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: FOODS, INVESTORS, JOINT VENTURES, BUSINESS FIRMS
Control Number: n/a
Copy: SINGLE
Draft Date: 14 mar 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978MANILA04070
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780113-0696
Format: TEL
From: MANILA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780372/aaaaciky.tel
Line Count: 102
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: ace8f5c7-c288-dd11-92da-001cc4696bcc
Office: ACTION XMB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 78 STATE 54775
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 15 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3341853
Secure: OPEN
Status: NATIVE
Subject: FOOD COMPANIES - PHILIPPINES
TAGS: EFIN, EINV, RP, US, PUREFOODS CORPORATION
To: STATE
Type: TE
vdkvgwkey: odbc://SAS/SAS.dbo.SAS_Docs/ace8f5c7-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014